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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Complete if Known

Application Number	10/798,444
Filing Date	12 March 2004
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	2155
Examiner Name	n/a
Attorney Docket Number	11032-3069

Sheet 1 of 18

U.S. PATENT DOCUMENTS

Examiner Initials *	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number	Kind Code ² (if known)			
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Examiner
Signature

/James Myhre/

Date
Considered

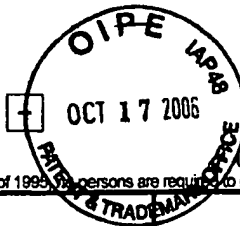
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Sheet 2 of 18

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Application Number	10/798,444
Filing Date	12 March 2004
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	2155
Examiner Name	n/a
Attorney Docket Number	11032-3069

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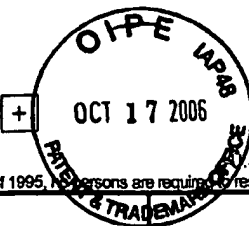
Examiner Signature	/James Myhre/	Date Considered	06/25/2007
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Sheet 3 of 18

Application Number	10/798,444
Filing Date	12 March 2004
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	2155
Examiner Name	n/a
Attorney Docket Number	11032-3069

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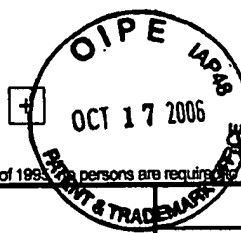
Examiner Signature	/James Myhre/	Date Considered	06/25/2007
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Sheet 4 of 18

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Filing Date	12 March 2004
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	2155
Examiner Name	n/a
Attorney Docket Number	11032-3069

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/J.M./	2005/0197164	CHAN	09-08-2005

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/James Myhre/

Date
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Sheet 5 of 18

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First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	2155
Examiner Name	n/a
Attorney Docket Number	11032-3069

FOREIGN PATENT DOCUMENTS

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		Office ³	Number ⁴	Kind Code ⁵ (if known)				
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Date Considered

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Group Art Unit	2155
Examiner Name	n/a
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/J.M./	WO	96/38796	A1	MOHR	12-05-1996		
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Attorney Docket Number	11032-3069

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
/J.M./		17625888; Java and Blackbird: extending the Web.....; Seybold Reoport on Publishing Systems; October 23, 1995	
		17497026; Look who's surfing.....; Schurr; PC Week; October 30, 1995	
		17594025; HotWired and Neilsem team to verify usage data; Electronic Marketplace Report; July 4, 1995	
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		17244186; Free E-Mail with Postage Stamp "Ads"; Newsbytes; July 3, 1995	
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		www5conf.inria.fr; Ubiquitous Advertising on the WWW; Kohda et al; Fifth International WWW Conference; May 6-10, 1996	
		Bounty Quest home page article titled "DoubleClick Bounty Paid Ad Pioneer Turned Online Porn Mogul Wins \$10,000; (<http://www.bountyquest.com/>; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "Bounty Collected Double Click Banner Ad Patent; (http://www.bountyquest.com/bounties/displayBounty.php?bountyName=1019; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "Digital Porn Mogul Wins Silver Bullet Award; (http://www.bountyquest.com/winner/bschuster.htm; printed on 3/9/01)	
		Bounty Quest Web page displaying article titled "DoubleClick Prior Art; (http://www.bountyquest.com/patentinfo/doucleclickart.htm; printed on 3/9/01)	
		Business Plan posted on Bounty Quest Website titled "Summary of Proposed Business Activities for the World Wide Internet Network (WWIN); (http://www.bountyquest.com/images/doubleclickPage9.gif; printed on 3/9/01)	
		Sales Literature posted on Bounty Quest Website titled "What You Get with WWIN; (http://bountyquest.com/images/doubleclickGet.gif; printed on 3/9/01)	
/J.M./		CNET Press Release titled "About CNET; (http://www.canada.cnet.com/aboutcnet/0-13613-7-808022.html; printed on 3/9/01)	

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/James Myhre/

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Substitute for form 1449A/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)				Complete If Known	
				Application Number	10/798,444
				Filing Date	12 March 2004
				First Named Inventor	MERRIMAN, Dwight A.
				Group Art Unit	2155
				Examiner Name	n/a
Sheet	8	of	18	Attorney Docket Number	11032-3069

/J.M./		ADMedium Newsletter linked from Bounty Quest Website; (http://uts.cc.utexas.edu/tecas/nl9_2_96.html; printed on 4/4/01)	
		Booker, Ellis "Seeing a Gap, A Palo Alto Startup Will Debut Advertising Server for the Net", Web Week, v.2 iss. 2. Available online at http://internetworld.com. Feb. 1996.	
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		Kohda Yet al: Ubiquitous advertising on the WWW: Merging Advertising on the Browser, Computer Networks and ISDN Systems, vol. 28, No. 11, May 1996, pp. 1493-1499.	
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		Blankenhorn, Dana; "Sites experiment with advertising to offer free service," Advertising Age's Business Marketing, v82, p29, July 1997.	
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		"Ericsson Introduces New Intelligent Network-Based Internet Advertiser At Internet World '98," Business Wire, p0240, 07 October 1998.	
		Chat Transcript; Topic: Ad Measurement and Management; Oct. 15, 1998; (http://www.zeff.com/learn/zdu/advertising/zinman.html; printed on 2/7/00)	
		CNET Press Release titled "CNET Online Signs Up More Than a Quarter of a Million Members Through Voluntary Registration after Only Five Months"; (http://home.cnet.com/aboutcnet/0-13613-7-808021.html; printed on 11/26/99)	
		Hypertext Markup Language - 2.0; November 1995 (Draft HTML 2.0 Specification; September 22, 1995)	
/J.M./		Webster's Third New International Dictionary of the English Language Unabridged, 1967, page 2171 "some"	

Examiner Signature	/James Myhre/	Date Considered	12/26/2007
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Sheet 9 of 18

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Filing Date	12 March 2004
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	2155
Examiner Name	n/a
Attorney Docket Number	11032-3069

/J.M./		Microsoft Press Computer Dictionary Third Edition, 1997, p. 387 "proxy server"	
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		"WWW.amazon.com", web site pages, 15 pages, printed out on Jan. 21, 1998 (origination date unknown)	
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		51st IETF - Whois enhancement BOF (whoisfix), August 1, 2001	
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		DOUBLECLICK UNVEILS INTERNET AD TRACKING PRODUCT, September 4, 1996, Reuter Financial Report	
		DOUBLECLICK SHINES ITS SPOTLIGHT, September 5, 1996, Advertising Age - Interactive Daily	
		SPOTLIGHT ON DOUBLECLICK, September 13, 1996, Information & Interactive Services Report	
		TRACKING SERVICES TALLIES AD RESPONSE, ONLINE ORDERS, September 16, 1996, DMNews	
		LURING IN CUSTOMERS VIA WEB ADVERTISING, October 1996, Business Strategies	
/J.M./		Business Wire (New York, Nov 17, 1998). "i33 Communications Links Personal Finance Sites With Dynamic Investment Research Banners; Quote.com and Multex Partner Using i33's AdMaximize Technology"	

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/James Myhre/

Date

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 10 of 18

Complete If Known

Application Number	10/798,444
Filing Date	12 March 2004
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	2155
Examiner Name	n/a
Attorney Docket Number	11032-3069

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/J.M./		DAVID E. ZINMAN (founder of FocaLink), Deposition Transcript from <i>DoubleClick, Inc. v. L90, Inc.</i> , 00 Civ. 2690, S.D.N.Y.	
		RONALD A. KOVAS (CEO of FocaLink), Deposition Transcript from <i>DoubleClick, Inc. v. L90, Inc.</i> , 00 Civ. 2690, S.D.N.Y.	
		LinkMarket Business Plan; David Zinman et al.; SD005545-SD005569	
		LinkMarket; David Zinman et al.; SD005573-SD005574	
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		David Zinman; http://www.focalink.com/dzinman/bio.html ; SD005586	
		"Seeing A Gap..."; Ellis Booker; http://www.internetworld.com/print/1996/02/01/industry/ad-server.html ; February, 1996; SD005587	
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		"Focalink Will Monitor..."; Julia Angwin; San Francisco Chronicle; February 7, 1996; SD005590	
		"MEDIA DAILY SPECIAL:..."; Sean Butterbaugh; Media Daily, No. 5, Vol. 4; February 7, 1996; SD005591-SD005592	
		"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005593-SD005594	
		"INTERNET ACCESS: FIRST ADVERTISING..."; Edge: Work-Group Computing Report; February 12, 1996; SD005595-SD005596	
		"INTERNET ACCESS: MAJOR COMPANIES..."; Edge: Work-Group Computing Report; February 12, 1996; SD005597-SD005598	
		"ANOTHER MEDIA-BUYING FIRM..."; Media Daily, No. 5, Vol. 4; February 14, 1996; SD005599-SD005601	
/J.M./		"Working the Web:..."; Jennifer Reese; Executive Female, No. 2, Vol. 19, Pg. 24; March 13, 1996; SD005602-SD005604	

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Signature

/James Myhre/

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				Examiner Name	n/a
				Attorney Docket Number	11032-3069
Sheet	11	of	18		

/J.M./		"Web ad-management software..."; John Evan Frook; InternetWeek; March 18, 1996; SD005605-SD005607	
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		"INTERACTIVE MEDIA & MARKETING..."; Advertising Age; December 11, 1995; SD005614-SD005615	
		"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005616-SD005617	
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		"Major Companies, Ad Agencies..."; Business Wire; February 5, 1996; SD005624-SD005625	
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		Web Personals stats; August 22, 1995; Z00012-Z00013 / SD027083-SD027084	
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		Interactive Age; The Newspaper for Electronic Commerce; Z00015-Z00019 / SD027086-SD027090	
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		Link Marketing; Z00022-Z00027 / SD027093-SD027098	
/J.M./		LinkMarket; David Zinman et al.; Z00028-Z00030 / SD027099-SD027101	

Examiner Signature	/James Myhre/	Date Considered	12/26/2007
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				Application Number	10/798,444
				Filing Date	12 March 2004
				First Named Inventor	MERRIMAN, Dwight A.
				Group Art Unit	2155
				Examiner Name	n/a
Sheet	12	of	18	Attorney Docket Number	11032-3069

/J.M./		LinkMarket; David Zinman et al.; Z00031-Z00032 / SD027102-SD027103	
		LinkMarket; David Zinman et al.; Z00033-Z00056 / SD027104-SD027127	
		FocalLink Media Services, Inc.; David Zinman et al.; August 2, 1995; Z00057-Z00070 / SD027128-SD027141	
		Saturn Banner Ad Placement; August 25, 1995; Z00071 / SD027142	
		SPONSORABLE SITE – RIDDLE DU JOUR; August 26, 1995; Z00072-Z00074 / SD027143-SD027145	
		Saturn Banner Ad Placement; August 27, 1995; Z00075 / SD027146	
		FocalLink Technology; August 30, 1995; Z00076-Z00077 / SD027147-SD027148	
		Question for you; September 7, 1995; Z00078-Z00079 / SD027149-SD027150	
		Information Request; September 12, 1995; Z00080 / SD027151	
		Update and Miscellaneous; September 22, 1995; Z00081-Z00083 / SD027152-SD027154	
		FocalLink: request for ISN ad traffic data (fwd); September 26, 1995; Z00084-Z00085 / SD027155-SD027156	
		Saturn Ad Placements; September 28, 1995; David Zinman; Z00086 / SD027157	
		RE> Saturn Ad Placements; September 29, 1995; Adam@utne.co; Z00087 / SD027158	
		RE: Advertising Update; October 3, 1995; Eric Ver Ploeg; Z00088-Z00089 / SD027159-SD027160	
		RE>>Saturn Ad Placements; September 29, 1995; wigley@utne.com; Z00090 / SD027161	
		Re: Test Parameters (fwd); October 23, 1995; Jason Strober; Z00091-Z00092 / SD027162-SD027163	
/J.M./		Re: Rest Parameters; October 23, 1995; Jason Strober; Z00093-Z00094 / SD027164-SD027165	

Examiner Signature	/James Myhre/	Date Considered	12/26/2007
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Sheet 13 of 18

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Examiner Name	n/a
Attorney Docket Number	11032-3069

/J.M./		Proposal (fwd); October 23, 1995; Jason Strober; Z00095-Z00096 / SD027166-SD027167	
		Advertising advisory board; October 25, 1995; David Zinman; Z00097-Z00099 / SD027168-SD027170	
		Contact at Netcom; October 26, 1995; David Zinman; Z00100 / SD027171	
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		from ad age today...; October 30, 1995; Karen Johnson; Z00105-Z00106 / SD027173-SD027174	
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		Heads up...(fwd); November 8, 1995; David Zinman; Z00109-Z00110 / SD027177-SD027178	
		Proposal to Intel; November 13, 1995; Jason Strober; Z00111-Z00114 / SD027179-SD027182	
		FocaLink white paper; November 13, 1995; Jason Strober; Z00115-Z00116 / SD027183-SD027184	
		FocaLink Media Services; November 14, 1995; David Zinman; Z00117-Z00119 / SD027185-SD027187	
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		FocaLink white paper; November 15, 1995; David Zinman; Z00121-Z00123 / SD027189-SD027191	
		Re: FocaLink Meeting (fwd); Nov. 20, 1995; Karen Johnson; Z00124-Z00125 / SD027192-SD027193	
		Microsoft ads through FocaLink; November 21, 1995; Jason Strober; Z00126 / SD027194	
		Re: Who's in and who's out (fwd); Nov. 21, 1995; Jason Strober; Z00127-Z00128 / SD027195-SD027196	
/J.M./		Intel update (fwd); Nov. 23, 1995; Jason Strober; Z00129-Z00130 / SD027197-SD027198	

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Sheet 14 of 18

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Examiner Name	n/a
Attorney Docket Number	11032-3069

/J.M./		Saturn reports; Dec. 5, 1995; Jennifer Ratner; Z00134-Z00140 / SD027199-SD027205	
		November Report; Dec. 5, 1995; Jennifer Ratner; Z00141-Z00146 / SD027206-SD027211	
		FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00147 / SD027212	
		FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00148 / SD027213	
		FocaLink Media Services; December 6, 1995; David Zinman; Z00149 / SD027214	
		FocaLink for the Layman; December 6, 1995; David Zinman; Z00150 / SD027215	
		Microtargeting; December 7, 1995; David Zinman; Z00151 / SD027216	
		Info on FocaLink Media Services; December 11, 1995; David Zinman; Z00152-Z00154 / SD027217-SD027219	
		FocaLink Media Services; December 11, 1995; David Zinman; Z00155-Z00156 / SD027220-SD027221	
		Catch-up time; December 11, 1995; David Zinman; Z00157 / SD027222	
		Info on FocaLink; December 13, 1995; David Zinman; Z00158-Z00160 / SD027223-SD027225	
		Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00161 / SD027226	
		Re: Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00162 / SD027227	
		FocaLink Beta Test on SmartBanner; Dec. 14, 1995; David Zinman; Z00163 / SD027228	
		I/Pro Mtg Today; December 19, 1995; David Zinman; Z00164 / SD027229	
		Eric Smith Quote (fwd); January 10, 1996; David Zinman; Z00165 / SD027230	
/J.M./		FocaLink Communications, Inc.; January 10, 1996; David Zinman; Z00166 / SD027231	

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Modified PTO/SB/08A (08-00)

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet 15 of 18

Complete if Known

Application Number	10/798,444
Filing Date	12 March 2004
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	2155
Examiner Name	n/a
Attorney Docket Number	11032-3069

/J.M./		Re: Advertisers for wyp.net; January 12, 1996; David Zinman; Z00167 / SD027232	
		Quote for Press Release; January 15, 1996; David Zinman; Z00168 / SD027233	
		Re: Quote for Press Release; January 16, 1996; "thomas mark"; Z00169 / SD027234	
		Re: Quote for Press Release (fwd); January 16, 1996; David Zinman; Z00170-Z00171 / SD027235-SD027236	
		RE> **Ad Placement Notific; January 19, 1996; Dan_Stoller@anlsf.com; Z00172-Z00173 / SD027237-SD027238	
		Invitation; January 25, 1996; wilkins@eit.com; Z00174 / SD027239	
		Focalink; January 25, 1996; David Zinman; Z00175 / SD027240	
		SmartBanner Reports; January 25, 1996; David Zinman; Z00176 / SD027241	
		RE: Focalink; January 26, 1996; Rick Vorhaus; Z00177 / SD027242	
		Comments; January 29, 1996; David Zinman; Z00178-Z00182 / SD027243-SD027247	
		Poppe Tyson/Internet Advertising Network Alliance; February 26, 1996; Ron Kovas; Z00183 / SD27248	
		fyi; February 5, 1996; "Roger Follis"; Z00184-Z00185 / SD027249-SD027250	
		Focalink Communications; February 5, 1996; David Zinman; Z00186-Z00188 / SD027251-SD027253	
		Microsoft Update; February 5, 1996; Margaret Bond; Z00189 / SD027254	
		Focalink Communications; February 6, 1996; David Zinman; Z00190-Z00192 / SD027255-SD027257	
		Focalink Communications; February 6, 1996; David Zinman; Z00193-Z00195 / SD027258-SD027260	
/J.M./		Focalink Communications; February 6, 1996; David Zinman; Z00196-Z00198 / SD027261-SD027263	

Examiner Signature	/James Myhre/	Date Considered	12/26/2007
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Substitute for form 1449A/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet 16 of 18

Complete if Known

Application Number	10/798,444
Filing Date	12 March 2004
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	2155
Examiner Name	n/a
Attorney Docket Number	11032-3069

/J.M./		[Fwd: Re: DoubleClick and IAN]; February 6, 1996; Jason Strober; Z00199 / SD027264	
		Focalink Communications; February 6, 1996; David Zinman; Z00200-Z00202 / SD027265-SD027267	
		Test With Focalink; February 7, 1996; David Zinman; Z00203 / SD027268	
		Urgent – Microsoft Ad Placement; February 7, 1996; David Zinman; Z00204 / SD027269	
		Test for Microsoft Banner; February 8, 1996; Joel Bassuk; Z00205 / SD027270	
		ZDNet Test; Margaret Bond; February 8, 1996; Z00206 / SD027271	
		URLs; February 8, 1996; Dan Stoller; Z00207-Z00208 / SD027272-SD027273	
		HeadsUp 02-09-96 (20 stories)<CD58M010>; February 9, 1996; An Information Service of Individual Inc.; Z00209-Z00212 / SD027274-SD027277	
		Focalink Communications; February 13, 1996; David Zinman; Z00213 / SD027278	
		Targeting; February 13, 1996; Michael Wang; Z00214 / SD027279	
		Re: Cookies!; February 15, 1996; David Zinman; Z00215 / SD027280	
		Focalink; February 22, 1996; Jason Strober; Z00216 / SD027281	
		Focalink/Microsoft I.E.; February 23, 1996; Margee Bond; Z00217-Z00218 / SD027282-SD027283	
		Cookies; March 6, 1996; David Zinman; Z00219 / SD027284	
		Did I send this 2x; April 3, 1996; Z00220-Z00222 / SD027285-SD027287	
		Answer to your request; April 8, 1996; Z00223 / SD027288	
/J.M./		Site Letter; April 10, 1996; Z00224-Z00225 / SD027289-SD027290	

Examiner
Signature

/James Myhre/

Date
Considered

12/26/2007

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Substitute for form 1449A/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet

17

of

18

Complete If Known

Application Number	10/798,444
Filing Date	12 March 2004
First Named Inventor	MERRIMAN, Dwight A.
Group Art Unit	2155
Examiner Name	n/a
Attorney Docket Number	11032-3069

/J.M./		Oracle and Intel; April 12, 1996; Z00226 / SD027291	
		DoubleClick; April 16, 1996; Z00227 / SD027292	
		Open Market Licenses With NetGravity; May 6, 1996; Z00228 / SD027293	
		Fact check; May 12, 1996; Z00229 / SD027294	
		IDG; May 17, 1996; Z00230-Z00231 / SD027295-SD027296	
		Daily Spectrum; May 20, 1996; Z00232-Z00242 / SD027297-SD027307	
		Fact check; May 20, 1996; Z00243 / SD027308	
		Cookie FAQ; May 21, 1996; Z00244 / SD027309	
		Focalink Communications; May 21, 1996; Z00245-Z00246 / SD027310-SD027311	
		Network World Fusion; May 22, 1996; Z00247 / SD027312	
		Looming issue; July 13, 1996; Z00248-Z00249 / SD027313-SD027314	
		Cookies & privacy ? / German Press; July 15, 1996; Z00250 / SD027315	
		Cookies & privacy ? / German Press; July 16, 1996; Z00251 / SD027316	
		DoubleClick; September 5, 1996; Z00252-Z00253 / SD027317-SD027318	
		Infoseek Business Terms; September 7, 1996; Z00254-Z00256 / SD027319-SD027321	
		SmartBanner ads on HotWired; September 11, 1996; Z00257 / SD027322	
/J.M./		Statement of Work; September 23, 1996; Z00258-Z00259 / SD027323-SD027324	

Examiner
Signature

/James Myhre/

Date
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12/26/2007

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Substitute for form 1449A/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>				Complete if Known	
Sheet		18	of	18	Application Number 10/798,444
					Filing Date 12 March 2004
					First Named Inventor MERRIMAN, Dwight A.
					Group Art Unit 2155
					Examiner Name n/a
					Attorney Docket Number 11032-3069

/J.M./		NetGravity Releases Adserver 2.0; October 21, 1996; Z00260-Z00263 / SD027325-SD027328	
		"FOCALINK"; DC004278A	
		"FocalLink Services"; FocalLink Media Services, Inc.; DC004278B-DC004278C	
		"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278D-DC004278CC	
		"Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278DD-DC004278XX	
		"Link Marketing"; handwritten page; MA0001	
		"Link Marketing"; LinkMarket; MA0002-MA0007	
		"LinkMarket"; David Zinman et al.; MA0008-MA0027	
		"Link Marketing, LLP"; MA0028-MA0029	
		"Link Marketing LLP"; MA0030-MA0038	
		"Escapes"; Web page; MA0039-MA0040	
		"Industry Overview"; FocalLink Media Services, Inc.; MA0041-MA0053	
		"Executive Summary"; Focalink Communications Confidential"; printed 7/30/97; MA0054-MA0109	
/J.M./		"FOCALINK COMMUNICATIONS"; February 1996; MA0110-MA0149	

Examiner Signature	/James Myhre/	Date Considered	12/26/2007
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